

RESULTS OF SOCIOLOGICAL SURVEY
"A STUDY OF CUSTOMER SATISFACTION AND LOYALTY TO SUPER EGO
COMPANY PRODUCTS: THE CONSUMER PROFILE"

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Abstract: This study was intended to analyze the perception of Super Ego Company activity and its products by a client and to describe the consumer's profile as well. The study method includes the analysis of the sociological survey. The questionnaire consists of 49 questions divided into three blocks: satisfaction and loyalty of client; the estimation of company's products interface; the questions regarding value orientations, social well-being and social and demographic parameters of the respondents. 4282 people took part in the survey and it was enough to achieve the purpose of the study. It was detected that the clients of Super Ego Company are people who aim at personal growth, changing in life events, boosting confidence. After achieving some changing and set goals, many of them want to share this information with other people. Not all people managed to achieve set goals. These respondents mentioned that they did not follow necessary recommendations for working with the technique. They were not satisfied with the speed of goal achievement and the quantity of trainings. Some of them did not manage to work on arising settings and resistance. Percentage ratio of answers shows that the level of satisfaction and the degree of loyalty of Super Ego Company's clients are high.

Keywords: sociology, self-knowledge, technique, level of loyalty, degree of satisfaction, product's interface

Introduction:

It is no secret that satisfied customers, remaining committed to a particular company are any company's key to success on the market. The company's goal is to keep a client satisfied and turn him into a loyal customer. Satisfaction can be specified as referring to the state when the desired goal is achieved or when the result meets the expectations of consumers. There is a model for a satisfaction index, which reflects the cause-and-effect relations between factors and consequences of satisfaction. The satisfaction factors include: the consumer's expectations (the assessment criterion of the consumer's expected product quality based on his past experience or obtained information), perceived quality (the assessment criterion of product quality as a result of recent consumption experience, which includes such elements as the physical characteristics of the product's quality and service quality); the image (consumer perception of a company's product); perceived value (the assessment criterion of quality versus price). The consequence of satisfaction is loyalty or criticism¹.

Customer loyalty is determined by his positive attitude or lack thereof towards the company's product or brand and is expressed as his or her willingness to consume the company's services and products on a regular basis, in the form of indifference to the marketing activities of competitors, and as the willingness to recommend the company and its products to other people². Loyalty consists of a consumer's positive experience and emotions, thanks to which he/she will return again. There are several methods that may be employed for studying loyalty. Let us review two of them.

¹URL:https://studme.org/1157071821495/marketing/udovletvorennost_klienta_glavnoe_uslovie_uderzhaniya_formirovaniya_loyalnosti_metody_otsenki#484 (access date: 25/08/2018)

²URL:https://studme.org/1510082721496/marketing/ot_udovletvorennosti_loyalnosti_tipy_loyalnosti_potrebitelya (access date: 25/08/2018)

In the methodology proposed by Peter Wilton, loyal customers are divided into either the company's "lawyers" or its "allies". "The lawyers" include people who treat the company and the brand positively. They are loyal to it and recommend it to other people. But the ultimate goal must be creating "allies" — people who are not only committed to the company and happy with it, but also participating in the business' processes.

The author of the other technique is David Allen Aaker. He offers several methods for measuring client loyalty based on studies of consumer behavior, switching costs, consumer satisfaction, attitude towards a brand, and commitment. Loyalty can also be measured using a set of recommendations that will attract a new consumer.

In addition to recommendations, client loyalty can also be expressed in other ways: repeat visits to a company, loyalty and commitment to the product and the company, joining various online communities related to the company; visual support for a brand (the purchase of branded products, advertising products, etc.)³.

To study the Super Ego Company customers' level of satisfaction and degree of loyalty to its products, we conducted a sociological survey including questions that provide a basis to: understand the customers' attitude toward the company, identify consumer expectations, obtain data for the quality management system, describe the consumer's profile.

The object of the study is: the Super Ego customers who consume the company's products.

The subject of the study is focused on conducting research on the parameters characterizing the customer's level of satisfaction and degree of loyalty to Super Ego Company's products as well as on depicting socio-demographic characteristics.

The purpose of the study is to measure customers' perception of Super Ego Company's activity and software products according to customer activities in addition to composing a profile on the typical consumer.

The objectives of the study include:

1. Rating the quality and speed of results achieved with the key product - automated self-regulation training tool called the Master Kit.
2. Examination of respondents' expectations and actual results from using the company's products.
3. Identifying the customers' level of satisfaction with the company's products.
4. Determining the customer's level of satisfaction with the company's website interface, the Master Kit automated self-regulation training tool, and additional products inserted in the training tool.
5. Composing a socio-demographic profile of the Master Kit training tool consumer.

The data collection methods and techniques. The sociological survey includes a mass questionnaire survey (a semi-formalized questionnaire sent by email to the respondent, which he/she fills out online and sends back to the researcher). The questionnaire includes 49 questions split up into three sections: the consumer's satisfaction and loyalty; assessments of the company's products interface, questions that reveal value orientations, the social attitude, and the socio-demographic parameters of the respondents.

Processing of the data obtained was performed in SPSS and presented in the form of univariate distributions (frequency distributions and contingency tables), which are analyzed and described in this work.

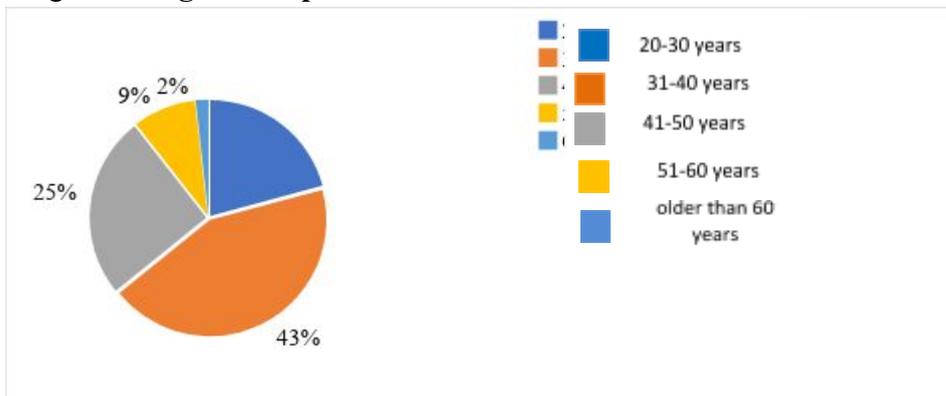
Assessment of the Level of Satisfaction and Degree of Loyalty

In July and August of 2018 Super Ego Company held an electronic questionnaire survey among its customers. 4,282 people, including 93.6% (4006 people) females and 6.4% (276 people) males, participated in the survey. The prevailing age group of the respondents are people

³URL:<https://4brain.ru/blog/исследование-лояльности-клиентов/> (access date: 25.08.2018)

aged 31-40 years (43.4%). A quarter of the respondents reported belonging to the 41-50 (25.3%) group while one fifth of the respondents was 20-30. Finally, the number of respondents older than age 50 was about ten percent (10.6%) (see Diag. 1).

Diagram 1. Age of Respondents



Among the respondents, 17.3% are partners of the company, or, in other words, are "allies" according to the methodology of D. Aaker. More than half of respondents mentioned that they are not currently partners but are planning to start a business in Super Ego Company (55.9%). The same methodology can define them as "lawyers". More than a quarter of the respondents (26.8%) mentioned that they need the technique only for personal trainings and do not plan to become partners of Super Ego Company, (see Diag. 2).

The majority of the respondents (86.7%) mentioned that they are dealing with the such a product as the Master Kit for the first time. Only a tenth of the respondents mentioned having previously dealt with similar programs. At the same time, almost all respondents mentioned that the sphere of self-cognition and the study of internal hidden abilities interested them before. Furthermore, half of the respondents (50.5%) mentioned that they attended personal growth seminars, 11.3% attended psychological trainings, and 4.2% attended income building trainings (see Diag. 3)

Diagram 2. Super Ego Company Partners and Customers, %

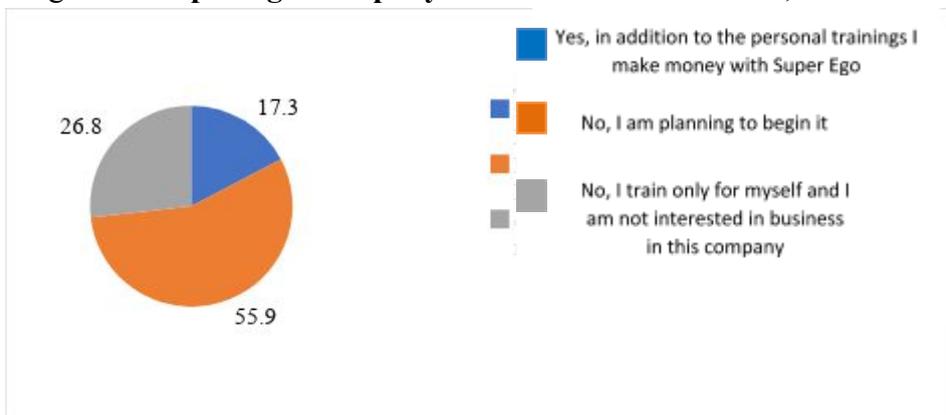
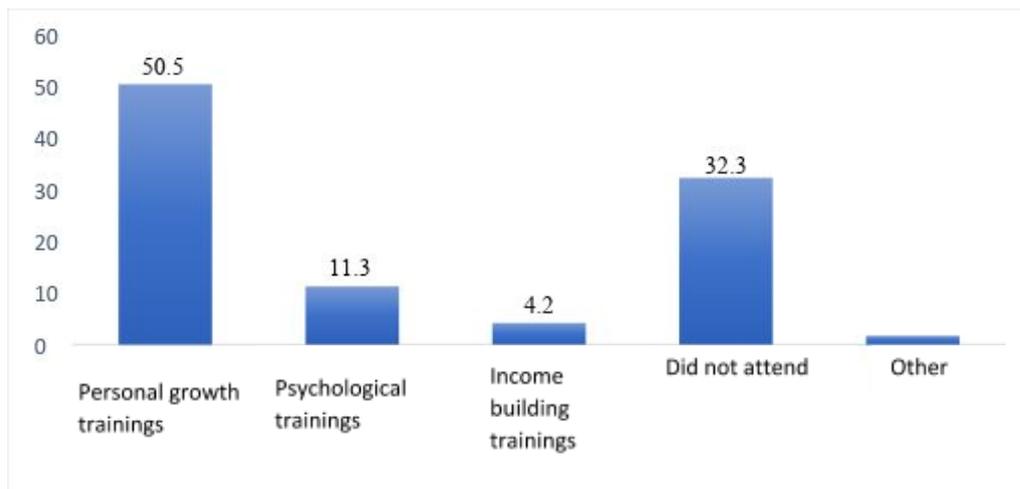
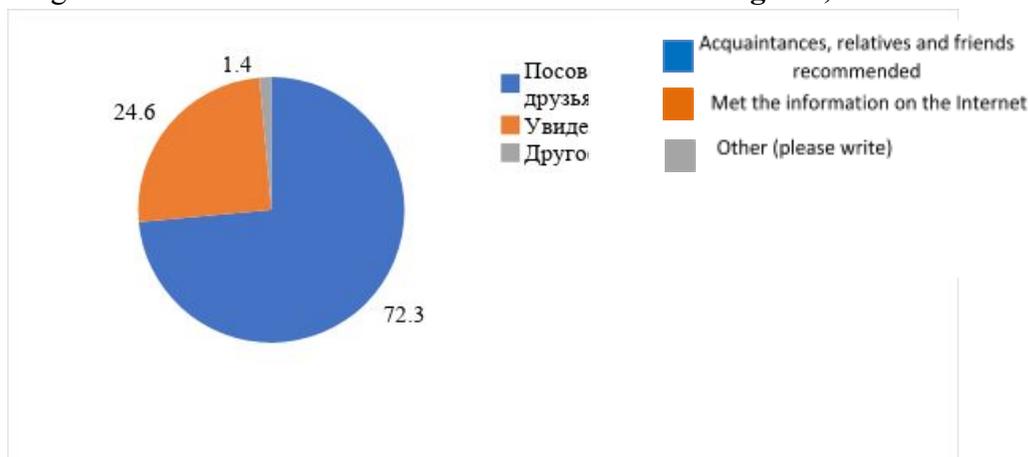


Diagram 3. Distribution of Respondents' Answers to the Question: "Have you ever attended...", % (respondents could choose all applicable answers)



Most often, the respondents learned about the self-regulation training tool from acquaintances, relatives, and friends (72.3%). Meanwhile, a quarter of respondents (24.6%) learned about the Master Kit via the Internet. Among other things, the respondents became acquainted with information on the company and its products via advertising and blogs in social networks, e-mails on Dariya Trutneva's book "How to Let Big Money flow into Your Life", and also by attending the presentations and the seminars held by the company's partners (see Diag. 4).

Diagram 4. **Information Sources on the Master Kit Program, %**



About half of the respondents would recommend the Master Kit to other people they know. Many people mentioned that they have already recommended this technique to friends (52.2%), relatives (42.2%), neighbors (18.5%), colleagues (34.5%), acquaintances (36.9%), and other people (22.7%). Most often, respondents do not plan to recommend the technique to neighbors (17.2%) and other categories of people (10%). 8.5% of the respondents would not recommend it to colleagues, to relatives and acquaintances (6% each), to friends (2.8%) (Table 1).

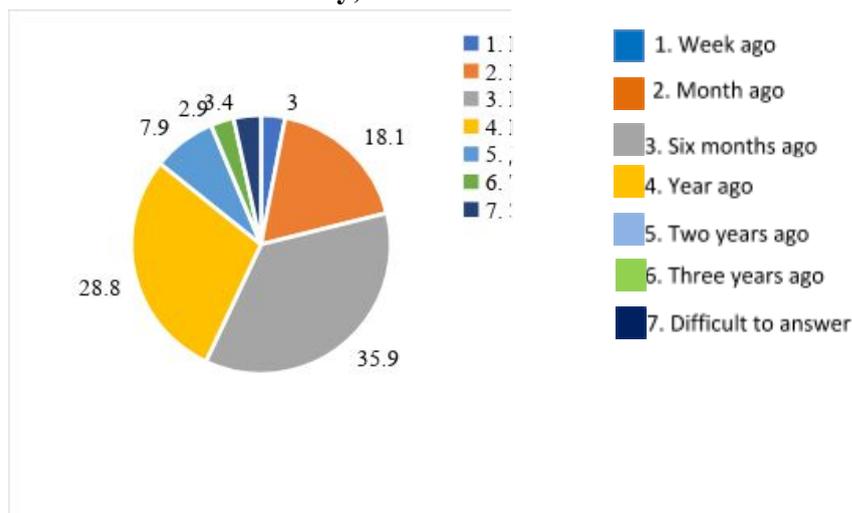
Table 1

The Distribution of Answers to the Question: "Would you recommend this technique...?", %

| | es | Y | Already recommended | o | N | Difficult to answer | No response |
|-------------------|-----|---|---------------------|-----|---|---------------------|-------------|
| to friends | 0.4 | 4 | 52.2 | .8 | 2 | 4 | 0.5 |
| to relatives | 5.2 | 4 | 42.2 | | 6 | 6.3 | 0.3 |
| to neighbors | 1.9 | 5 | 18.5 | 7.2 | 1 | 10.9 | 1.6 |
| to colleagues | 8 | 4 | 34.5 | .5 | 8 | 6.9 | 2.1 |
| to acquaintances | 9.7 | 4 | 36.9 | .1 | 6 | 6.8 | 0.6 |
| to another person | 2.2 | 5 | 22.7 | 0 | 1 | 11.2 | 3.9 |

Most of the respondents purchased the technique less than a year ago. 18.1% of the respondents have used the technique for less than a month while 35.9% have used it for less than six months. In addition, 28.8% have been Master Kit users for a year, 7.9% have used it for the past two years, and 3.4% have been users for three years (see Diag.5).

Diagram 5. Time of the Master Kit Technique Purchase by Respondents at the Time of the Survey, %



Understanding and accepting the technique axioms facilitates work in the self-regulation training tool. The absolute majority of the respondents mentioned that they understand and accept the axioms (85%); 8.2% said that the axioms are clear to them, but they cannot accept them; while for 3.9% the axioms are unclear (Table 2). Some respondents mentioned that they have a conscious understanding of the axioms, but could not accept them at a subconscious level.

A number of respondents mentioned that they cannot accept the axioms in the solution of some specific problems. Several respondents understand some, but not all of the axioms.

Table 2

Response Distribution to the Question: "Do you understand the technique axioms?", %

| Options | % |
|---|----|
| Sure, I agree with them | 8 |
| I understand them, but I do not accept them | 5 |
| They are unclear | 8. |
| | 2 |
| | 3. |
| | 9 |

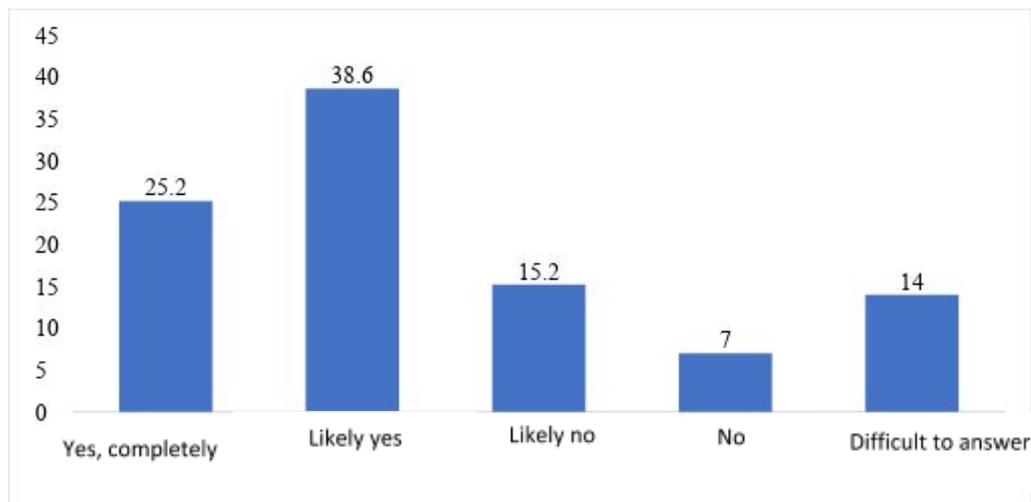
The desire to continue the technique and obtain further results was expressed by 22.9% of the respondents. For this purpose, they regularly extend the training tool after the validity expires. 16.6% of the respondents extend the training tool irregularly, a quarter of respondents (25.9%) do not extend the training tool, while another quarter of respondents chose "other" (26.5%). Some respondents (8.1%) wrote in their response options, where most of them pointed out that they are recent customers of the company and a possible extension of the training tool has not yet arrived. At the same time, most of them will do it if necessary. Those respondents who will not prolong the training tool explain their decision as stemming from a lack of results or by the ability to train without the training tool. A small number of the respondents pointed out that they will consider extending the training tool after they obtain the results (see Table 3).

Table 3

Response Distribution to "Do you extend the training tool?"

| Options | % | Total Responses |
|------------------------|-----|-----------------|
| Yes, always | 22. | 979 |
| Yes, but not regularly | 16. | 710 |
| No, I don't extend it | 25. | 1111 |
| Other | 26. | 1136 |
| Own answer written in | 8.1 | 346 |
| In total | 100 | 4282 |

Diagram 6. Degree of initial results' conformity to respondents' expectations,%



The majority of respondents are satisfied with the results they obtained and their expectations were met. A quarter of respondents (25.2%) indicated that their expectations were met in full while 38.6% reported that a good deal of their expectations were met. For a sixth of respondents (15.2%), expectations most likely were not met, and 7% stated that the expected results were not achieved. **It's probable that recent customers that have not achieved the results or have not learned how to do it yet can be added to those for whom the expected results were not achieved** (see Diag. 6).

Table 4

Possible causes influencing a lack of results in training with the Master Kit technique.

(respondents could choose a maximum of three responses)

| Responses | % |
|---|------|
| The technique does not work | 2.7 |
| I could not understand the way of working with the technique | 22 |
| I don't have time/I am too lazy to follow the necessary training recommendations for the technique | 49.2 |
| The guidelines are written in unclear terms | 2.5 |
| The quantity and duration of the training time for each goal/problem are too large, I would like to reach the desired goal faster | 34.8 |
| I was distracted by the videos for each task | 0.8 |
| Difficult to answer | 11.9 |
| Other | 9.4 |

Among those respondents who could not achieve their desired results, half (49.2%) believes that the cause of this is the failure to provide the essential recommendations for training with the technique. One third of respondents (34.8%) mentioned that they are not satisfied with the speed at which they are reaching their goals as well as with the quantity and duration of the trainings. 22% were unable to understand the way of working with the technique. Some people believe that the technique doesn't work or they do not understand its training guidelines. A small

number of respondents were distracted by the videos (see Table 4). Some respondents wrote in their own answers where they pointed out the emerging resistance during the trainings, the mindsets that could not be transformed, the lack of experience in the transformations (using the training tool), etc. Here are some quotes by respondents who could not achieve the results they were looking for (sic):

"It's not like that. Okay, after the first transformation I felt joy and euphoria, I ran around, I jumped for joy, but it is rather because I wanted to buy the technique for the long-term and expected a miracle, but then problems occurred. Now I train for 15 minutes a day to justify the investment somehow. As for the results, I set a normal regimen, I began to like myself more but not completely. Although I did not get my money back, I have noticed some things shifting, for example, after the "I'm a Freeloader" transformation, I attended a training that cost 1 thousand rubles (~ \$15) and went to a concert for ticket price of 1 thousand rubles (~ \$15) as well."

The guidelines were written in unclear terms. Everyone writes and says it's a resistance. However, I didn't understand and was unable to say the words over the training tool. As it did not penetrate into my soul and I did not understand the meaning of the words."

"I was unable to understand the technique training method. Though I am doing my best in transformations, I do not see the images, I feel the changes in my state, but not clearly. I started to have constant headaches, and the whole environment changed going in the opposite direction: everything started to irritate me and I began to be annoyed by everyone and everything (I have a feeling that I'm doing something wrong)."

"Faced with resistance, keep fighting."

"I am trying to understand the technique, the steps in the technique are not described consistently, and in my opinion there aren't explanations for each method (on what it is and how it works) nor how to train with the technique"

"Resistance is strong. I need to do something about this! I know you have the Master Mind product but what for the beginners..!?"

"Short term MK use".

"I haven't taken enough of action."

Table 5

Changes in the Respondents' Lives after Training with the Master Kit technique, % (Respondents Could Choose All Suitable Responses)

| Responses | % |
|---|----------|
| It's making my private life better | 2 4.7 |
| It's improved my health and my children/the health of my close ones | 2 1 |
| My financial situation improved | 2 4.5 |
| I found my life purpose and my favorite business | 1 2.4 |
| Difficult to answer | 3 3.4 |

| | | |
|-------|-----|---|
| Other | 9.4 | 1 |
|-------|-----|---|

Respondents mentioned that they used the technique to make their private lives better (24.7%) and improved their financial situations (24.5%). One fifth (21%) saw their health and the health of their children/close ones recover. 12.4% found their life purpose. One third of the respondents (33.4%) had a difficult time answering as to the changes that occurred in their lives. It is also worth noting the "newcomer" respondents (see Table 5). The respondents mentioned that their inner state improved, their attitude toward themselves changed, their relationships with others and their close ones became more harmonious, an inner confidence arose in them, and they resolved a number of small problems. Some respondents mentioned that people became more aggressive towards them and misunderstanding occurred. This is probably due to the fact that respondents try to build relationships using the qualities they acquired after trainings and face rejection within the environment. Here are some quotes by respondents who achieved the results they were hoping for (sic):

"Every day I feel more balanced. I have become self-confident and self-reliant and I have developed an inner peace in all areas of my life. I started to look at the world in a positive, natural way and perceive it without having to artificially create a positive thinking, autotraining, affirmations, etc."

"I have found harmony and calm within me for the first time in MANY years. Starting probably since the childhood. A feeling of happiness. For myself and for those close to me. I have nothing but confidence in tomorrow and I don't panic or fear the future. My feeling of worthlessness and hopelessness disappeared. I know that everything depends on me and everything can be improved on and resolved!"

"My husband's income increased, he opened the business we are training for, and contracts for good amounts of money beginning to arrive.."

"In three years, I have improved in all areas except for money. Now I am actively engaged in self-esteem."

"I solved a housing problem I had., We bought the apartment."

"I found harmony with my mother and daughter."

"I got pregnant and gave birth to my son."

"I reduced my level of depression, boosted my self-esteem, learned to love myself, and set myself free."

More than half of the respondents noticed that the technique helped them discover and remove the blocks, and circumstances that interfered in their lives (53.6%) and that began to perceive everything in life through a prism of positivity (52.3%). A quarter of the respondents mentioned that they learned how to set goals properly and find a direct path to them (26.7%). Finally, 18.2% learned self-discipline (Table 6).

Table 6

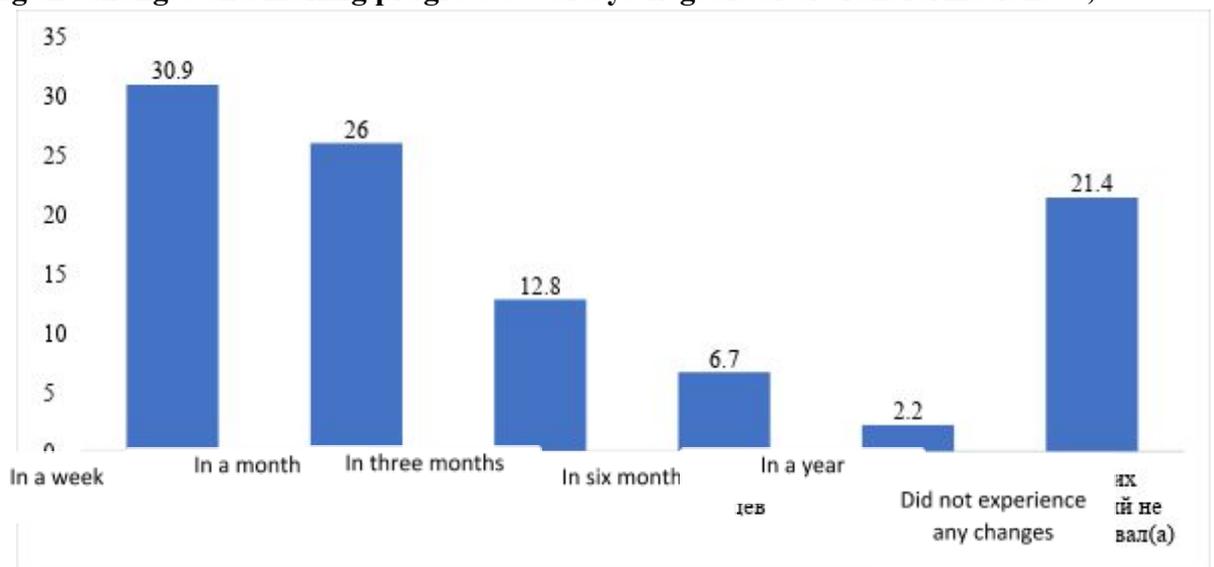
**Response Distribution on the Newly Acquired Abilities of the Respondents after the Training in the Master Kit Technique, %
(respondents could choose all suitable answers)**

| Responses | % |
|--|----------|
| Discerned and removed the blocks and circumstances that hindered me in my life | 5 3.6 |
| I have set the right goals and found direct paths to them | 2 6.7 |
| I have perceived everything in life through a prism of positivity | 5 2.3 |

| | | |
|--------------------------------|-----|----|
| I have learned self-discipline | 8.2 | 1 |
| Difficult to answer | 8.7 | 1 |
| Other | 8 | 4. |

The respondents began to notice changes and progress toward their goals at different times. For instance, 30.9 % mentioned that they noticed the first changes a week after transformations. It took a month of transformations to achieve initial results for 26% of the respondents. 12.8% said they noticed changes after three months of use. Furthermore, it took six months to achieve results for 6.7% of respondents while a fifth of respondents mentioned not noticing any changes. Presumably, the respondents who started using the technique recently were the people who had mentioned not noticing any changes (see Diag.7).

Diagram 7. The Response Distribution to the Question: "How soon did you start noticing the changes and making progress toward your goals after transformations?", %



High-quality, steady results can be achieved via regular transformations. The respondents mentioned different frequency of doing transformations. One fifth of the respondents (21.1%) does transformations the most frequently – several times a day. 23.6% do transformations once a day. 27% of the respondents find time for transformations several times a week. One tenth (10.2%) does transformations only once a week and, finally, 7.3% do transformations once a month or less often (see Table 7).

To achieve their goals, the respondents need a different time for the transformations. The majority of the respondents mentioned that it takes them from ten minutes to half an hour to do transformations (45.5%). One fifth of them (21.3%) mentioned that it takes them ten minutes, 21.6% of the respondents need to do transformations from 30 minutes to an hour, and 5.8% of the respondents need more than an hour (see Table 8). Some respondents mentioned that the time required for a transformation may vary depending on the particular goals and mindsets. Some of the transformations were not completed by the respondents for various reasons (they were

distracted, lacked time, did not cope with the images and settings, fell asleep during the transformation, etc.).

Table 7.

Technique Use Frequency, %

| Responses | % |
|-----------------------------------|------|
| Several times a day | 21.1 |
| Once a day | 23.6 |
| Two to four times a week | 27 |
| No more than once a week | 10.2 |
| No more than once every two weeks | 4.6 |
| Once a month maximum | 7.3 |
| Difficult to answer | 6.4 |

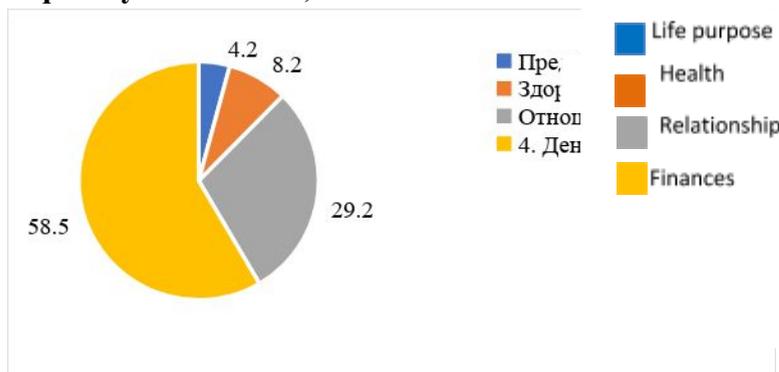
Table 8.

The time required per each transformation for the respondents, %

| Responses | % |
|-----------------------|------|
| Less than ten minutes | 21.3 |
| 10-30 minutes | 45.5 |
| 30 minutes to 1 hour | 21.6 |
| 1-2 hours | 5.8 |
| More than two hours | 2.1 |
| Other | 3.7 |

The respondent transformation all areas available in the training tool. The most popular, judging by the number of responses is the financial sphere. The transformations on "Finances" are most often done by 58.5% of the respondents. 29.2% of the respondents try to find harmony in their relationship and establish an interpersonal connection. "Health" is most often transformed by 8.2% while 4.2% are looking for their life purpose (see Diag.8).

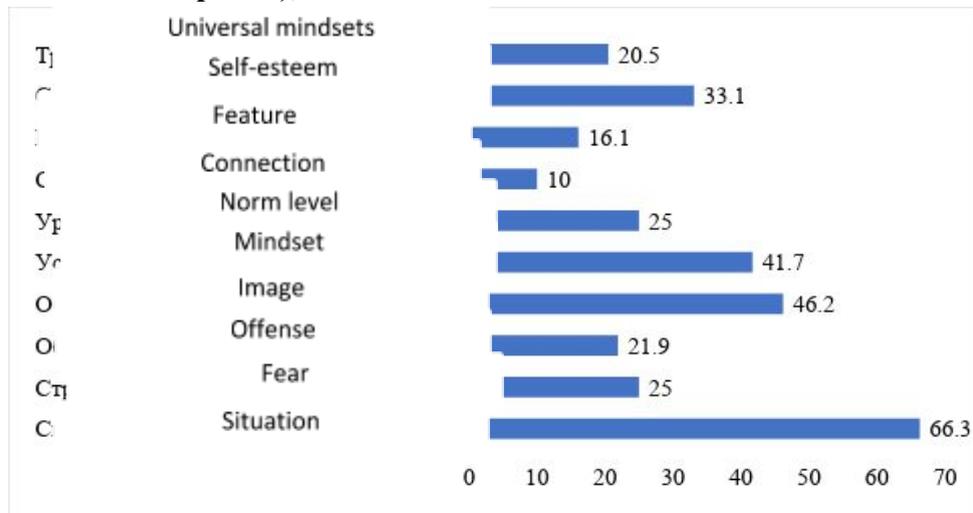
Diagram 8. **Response Distribution for the Spheres in Which Transformation Was Most Frequently Conducted , %**



Super Ego Company offers a variety of the training tools for the transformations. The respondents were asked to choose the three of the most commonly used training tools with the most popular among the respondents being the "Situation" training tool, which is used by 66.3%. The second most frequently used training tool is the "Image." The "Mindset" training tool is used by 41.7%. The "Self-esteem" is used by 33.1%. The "Norm level" and "Fear" training tools were

valued by 25% of the respondents. "Offense" is most often used by 8.2%. Furthermore, a third of the respondents uses the "Universal mindsets" training tool (20.5%). The "Connection" training tool proved to be important only for one tenth of respondents (10%) (see. Diag.9).

Diagram 9. The Most Frequently Used Training Tools (the respondents could choose no more than three options), %

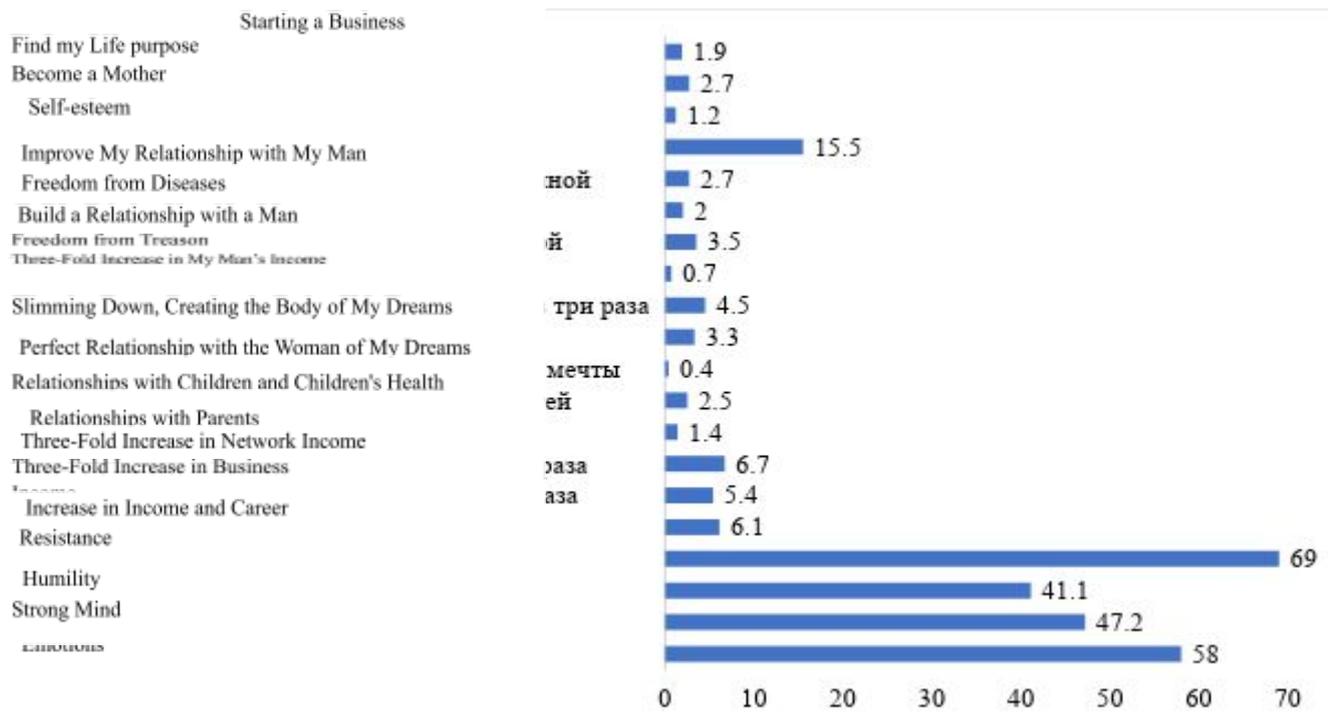


More than half of the respondents (58.5%) mentioned that they use additional products that the company offers. Conversely, 41.5% reported not using additional products. The respondents were also asked to mention the additional products that they use most often. According to the distribution of the answers, all additional products can be conditionally divided into two groups.

The first group includes the most commonly used products, such as: Resistance (69%), Humility (41,1%), Strong Mind (47,2%), Emotions (58%), and Self-esteem (15.5%). All these products are developed to focus on yourself, inner world and a self-concept.

The second group includes the products which are aimed at solving specific problems, but which the respondents mentioned using less frequently: Starting a Business (1.9%), Find my Life purpose (2.7%), Become a Mother (1.2%), Improve My Relationship with My Man (2.7%), Freedom from Diseases (2%), Build a Relationship with My Man (3.5%), Freedom from Treason (0.7%), Three-Fold Increase in My Man's Income (4.5%), Slimming Down, Creating the Body of My Dreams (3.3%), Perfect Relationship with the Woman of My Dreams (0.4%), Relationships with Children and Children's Health (2.5%), Relationships with Parents (1.4%), Three-Fold Increase in Network Income (6.7%), Three-Fold Increase in Business Income (5.4%), Increase in Income and Career (6.1%) (see. Diag. 10). It should be mentioned that in this group products aimed at solving material problems are the most popular among the respondents.

Diagram 10. Additional Products the Respondents Use Most Often (the respondents could choose several answers), %



The desire and necessity for additional products were reported by over half of respondents (58.9%) as they allow transform deeply a specific problem. One fifth (19.6%) believes that if the products are offered by the company, they should try to train in them. 13.9% use additional products for deep development of all spheres (Table 9). Some respondents mentioned that they use an additional product when they find themselves unable to cope with their circumstances or their image in the regular training tool. Some respondents mentioned that they use free additional products only, which can be bought for egocoins (a conditional currency which can be purchased by completing the task in the Master Kit) and they do not want paid products.

Table 9

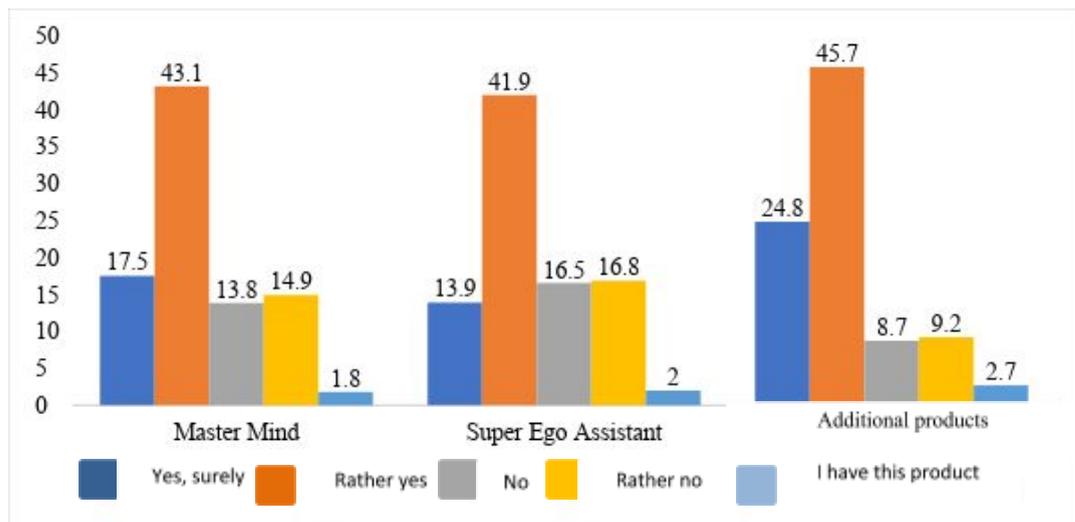
Response Distribution to the question:

"You use additional products because: ...", %

| Responses | % |
|--|-----|
| They allow you to work on a specific problem | 5 |
| I keep my tone and try to transform every sphere more deeply | 1 |
| If they are offered by Super Ego Company, I have to try them | 1 |
| all | 9.6 |
| Difficult to answer | 1 |
| Other | 3. |
| | 9 |

Diagram 11. **Response distribution to the question:**

"Do you plan to purchase...?", %



Aside from additional products, respondents are interested in purchasing such programs as Master Mind (a personal SCRUM-manager, making personal calls 5 days a week and consulting a user about the training) and Super Ego Assistant (a product in which the user gets a list of individual transformations tailored for his/her specific needs). 17.5% of the respondents answered that they will purchase Master Mind for sure, 43.1% are likely to purchase it, and about 14% will not buy this program. Furthermore, 13.9% plan to purchase Super Ego Assistant for sure, 41.9% are likely to purchase it, and 16.5% of the respondents will not buy this product (see Diag.11).

Satisfaction with the Site Interface and the Super Ego Company Products

For effective and efficient work in the technique, customers need to learn ways of working in the training tools. More than half of the respondents (53.2) mentioned that they are able to use all the training tools. One third of the respondents (33.7%) mentioned that they had not mastered all the training tools. One tenth tried to use them, but could not figure it out (9.6%). Still, some respondents have not used the training tools yet (3.5%) (Table 10).

Table 10.

Response Distribution of Answers to the Question: "Do you know how to use the the training tools?", %

| Responses | % |
|---|------|
| I know how to use all of the the training tools | 53.2 |
| I know how to use some, but not all of the the training tools | 33.7 |
| I tried to use them but could not figure them out | 9.6 |
| I have the training tools, but I don't use them. | 3.5 |

Super Ego Customers appreciate on-line tutoring with Dariya Trutneva and videos in the daily tasks. Almost three quarters (72.5%) reported being completely satisfied with on-line tutoring format, where they can find answers to existing questions, get recommendations, become acquainted with examples of transformations, etc. The video format in which recommendations are given for the execution of each task have 74.3% completely satisfied. Among respondents, there are people who want to see more videos (13% are for on-line tutoring and 8.5% are for videos in the tasks). Only three percent of respondents (3.3% and 3.5%) wish the video was shorter in duration and fewer in quantity. Two percent of the respondents also said that they would like to see the material contained in the video in printed form or in the form of graphs and tables (see Table.11).

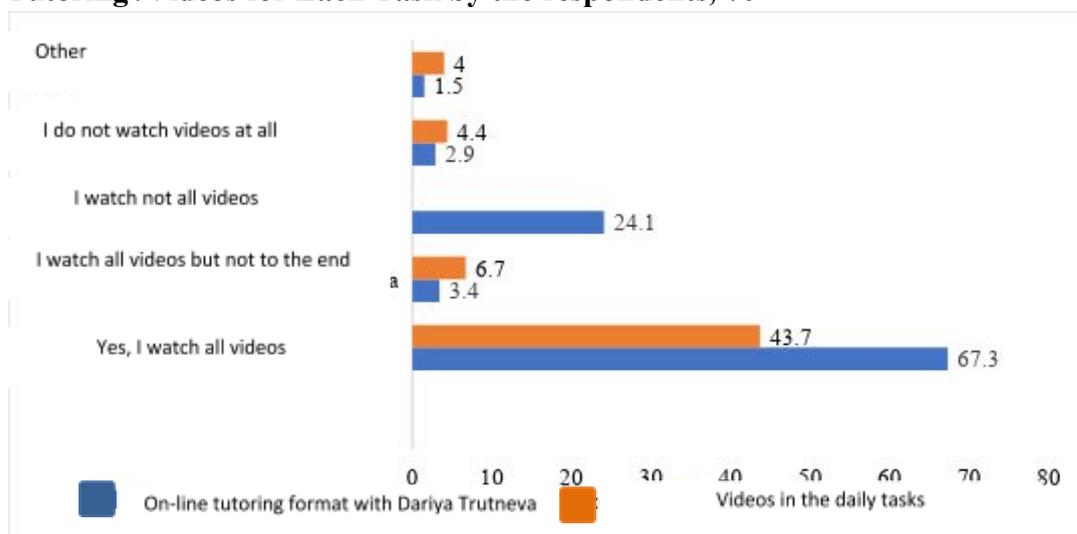
A positive assessment of the video format was confirmed by the respondents' responses that they watch all the videos from beginning to end. Furthermore, 67.3% mentioned that they watch all of on-line tutoring with Dariya Trutneva and 43.7% watch the videos in the daily tasks. 3.4% and 6.7% correspondingly watch all videos but not to the end. A quarter of the respondents said that they don't watch all of on-line tutoring with Dariya Trutneva (24.1%). 2.9% and 4.4% do not watch tutoring in the tasks at all (see Diag.12).

Table 11

Respondent Opinions on Videos for Tasks and Tutoring with Dariya Trutneva, %

| | Tutoring format with Dariya Trutneva | Videos in the daily tasks |
|--|--------------------------------------|---------------------------|
| Yes, I'm satisfied with everything | 72.5 | 74.3 |
| I would like to see more videos | 13 | 8.5 |
| I wish the videos were fewer in number and had shorter duration | 3.3 | 3.5 |
| I prefer everything presented in printed form | 2.5 | 1.8 |
| I prefer everything presented in the form of graphs and drawings | 2.7 | 2 |
| Difficult to answer | 5.6 | 9 |

Diagram 12. Response Distribution on Watching Tutoring /Videos for Each Task by the respondents, %



In response to the question of why respondents watch all the videos, the majority reports that they find the answers to their questions (29.1%) and they have to fulfill the task (23.6%). Some of the respondents like to listen to the author of the Dariya Trutneva technique (3.2%).

Table 12.

Response Distribution to the Question: "Why do you watch all the videos?", %

| Responses | % |
|----------------------------------|-----|
| The task needs to be carried out | 3.6 |

| | |
|---|-----|
| I get the answers I needed to my questions | 9.1 |
| I like to listen to the author of the technique (Dariya Trutneva) | .2 |
| It is as if I'm personally communicating with the project developer | |
| Difficult to answer | .4 |

Some respondents mentioned that they don't watch all videos or don't watch them from beginning to end. A quarter of the respondents believe that there are too many videos and watching them is time-consuming (23%). One sixth considers it enough to watch a part of the video and then its meaning becomes clear (16.3%) while 14.2% mentioned that the videos are too long. Poor Internet connection quality prevents some respondents from watching videos from beginning to end (12.1%) (see Table.13).

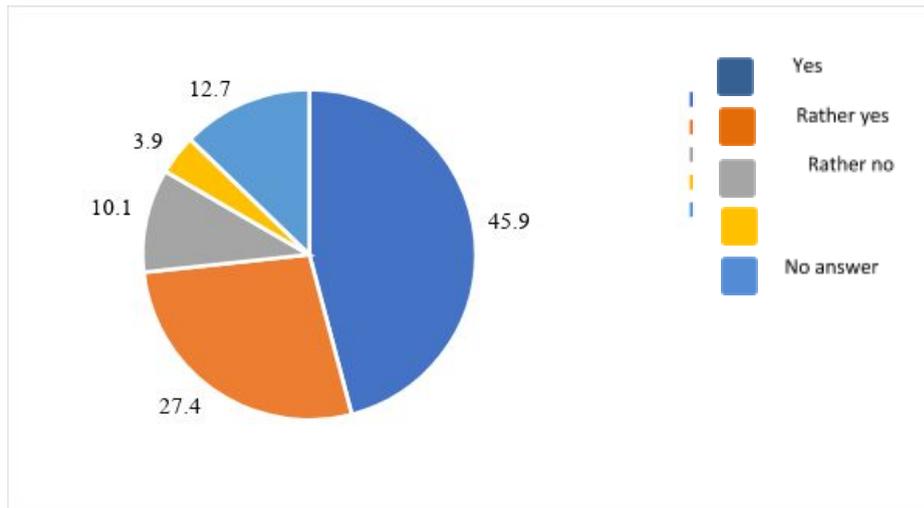
Table 13.

Reasons Why Respondents Don't Watch All the Videos from Beginning to End,%

| Responses | % |
|--|------|
| The videos are too long | 14.2 |
| There are too many videos and watching them is time-consuming | 23 |
| The quality of the Internet does not allow me to watch them from beginning to end | 12.1 |
| I need to watch a part of the video to understand its meaning | 16.3 |
| The videos distract me from completing transformations | 3.8 |
| Complicated words and terms that I do not always understand are used in the videos | 5.5 |
| Difficult to answer | 23.3 |

The company has a customer support service in operation that addresses issues and problems associated with the trainings. Most of the respondents consulted the service (85%) and received the necessary assistance (the "yes" response was provided by 45.9% while "for the most part" was given by 27.4%). 14% was unable to receive the necessary assistance. One sixth of the respondents (15%) did not consult the service (See. Diag.13).

Diagram 13. Response Distribution to the Question: "Did you receive the assistance you needed from the customer support service?"



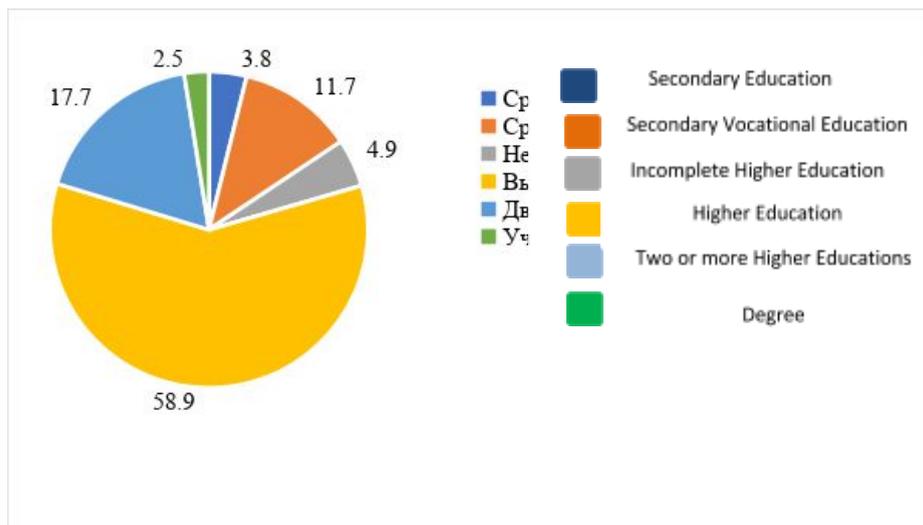
Socio-demographic Profile of the Respondents

As was mentioned above, 4,282 people participated in the survey. The overwhelming majority of the respondents were females (93.6%), 6.4% were males. The age of the survey participants is varied. The majority of the respondents is people aged 31-40 years old (43.4%). A quarter of respondents mentioned that they are 41-50 years old (25.3%) while the age of one fifth of the respondents is 20-30. The number of respondents older than 50 was about ten percent (10.6%)

The respondents who took part in the survey are residents of different countries. The majority of the respondents lives in the Republic of Kazakhstan (59.1%), one third of the respondents - in the Russian Federation (35.2%). The respondents reported the following regions of neighboring countries as where they permanently reside: the Republic of Belarus (8 respondents), Ukraine (34 respondents), UAE (12 respondents), Australia (2 respondents), Austria (2 respondents), Azerbaijan (1 respondent), the USA (16 respondents), Argentina (2 respondents), Belgium (1 respondent), the Kyrgyz Republic (46 respondents), Bulgaria (1 respondent), the UK (7 respondents), Hungary (2 respondents), Vietnam (1 respondent), Germany (15 respondents), the Dominican Republic (1 respondent), Italy (2 respondents), Spain (3 respondents), Israel (4 respondents), Canada (4 respondents) Cyprus (4 respondents), Qatar (2 respondents), China (1 respondent), Lithuania (3 respondents) Mexico (4 respondents), Norway (1 respondent), Turkey (11 respondents), the Republic of Uzbekistan (18 respondents), Switzerland (1 respondent), Sweden (3 respondents), South Korea (3), Denmark (1 respondent), Finland (1 respondent), Malaysia (2 respondents), Taiwan (1 respondent), and France (3 people).

The survey included representatives of different nationalities. The majority of the respondents identified their nationality as Kazakh (50.4%). Meanwhile, Russian nationals comprised 29.9%. It turned out that 7.8% of the respondents were also Tatar. Furthermore, the respondents reported the following nationalities: Ukrainian, Bashkir, Kalmyk, Chuvashe, Uigur, Yakut, Sakha, Jewish, Uzbek, Korean, Kyrgyz, Armenian, Buryat, German, Belarusian, Dagestan, Mari, Pole, Udmurt, Ossetian, Evenki, Khaka, and Lithuanian.

Diagram 14. Education Level of the Respondents



The greatest number of respondents were people with higher education (58.9 %). 17.7% mentioned that they had two or more higher educations. 2.5% people among the respondents have a degree in science. One sixth reported having had secondary (3.8%) and secondary vocational (11.7%) education (see Diag.14)

The education status of the respondents is further affirmed by their professional affiliation, which is distributed as follows: qualified specialists comprise 37.1%, entrepreneurs: 23.3%, middle managers: 16.2%, housemakers: 13.8%, women on maternity leave: 9.7%, top managers: 8.9%, temporarily unemployed individuals: 6%, and unskilled staff: 3.6%. Several people reported as students of higher educational institutions and secondary vocational educational institutions, disabled, or military personnel (see Table 14). It is worth mentioning that the respondents could choose two answers, so some respondents may be in two field groups at the same time.

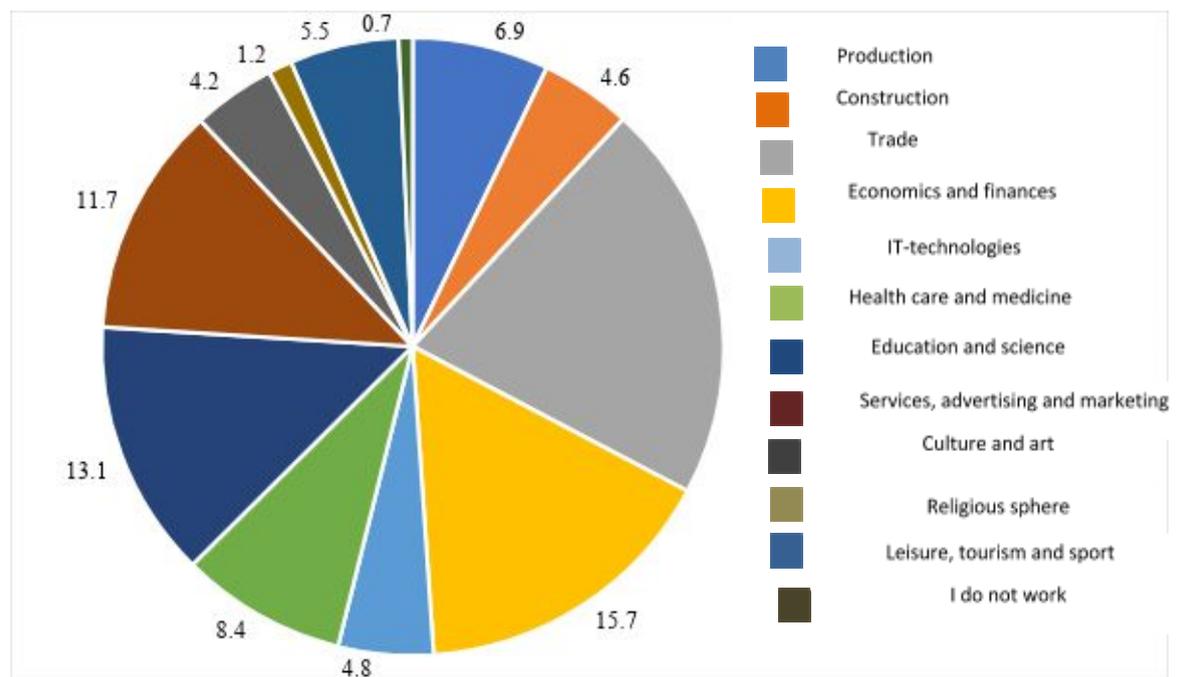
Table 14

**Group Professional Affiliation of the Respondents, %
(the respondents were asked to choose no more than two answers)**

| Responses | % |
|--|----|
| Top manager (Senior Executive, CEO, etc.) | 8. |
| Middle Manager (head of department, team leader, etc.) | 1 |
| Qualified specialist | 3 |
| Unskilled staff | 3. |
| Student of higher educational institution | 1. |
| Student of secondary vocational education institution | 0. |
| Entrepreneur or freelancer | 2 |
| Disabled (unemployed) | 0. |
| Housemaker | 1 |

| | | |
|--------------------------|---|----|
| Pensioner | 9 | 2. |
| Military servant | 2 | 0. |
| Woman on maternity leave | 7 | 9. |
| Temporarily unemployed | | 6 |
| Difficult to answer | 7 | 1. |

Diagram 15. Response Distribution on their field of work,%



The respondents work in various fields. One fifth (20.3%) of the respondents mentioned that they work in the trade sphere, a sixth of them (15.7%) work in the economic and financial sphere, 8.4% work in the health care industry, while 6.9% of respondents do work revolving around production at plants and factories, 5.5% organize leisure and tourism, 4% work in the sphere of culture and art, 4% are involved in IT technologies and construction, and 1.2% of the respondents work in the religious sphere (see Diag. 15)

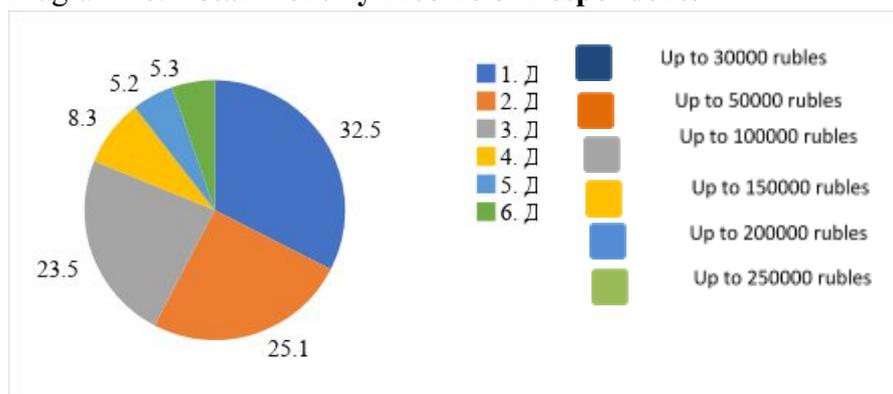
Most clients rated their financial standing as average. 43.5% reported that they have sufficient finances, but buying expensive things is difficult. A quarter of the respondents (24.6%) said that their families have enough money for food and basic necessities. Meanwhile, one fifth of the respondents mentioned a high level of material wealth: they have enough finance to satisfy all of their current needs and they indulge in their every pleasure (to 16.9% and 2.7%) (see Table 15).

Table 15
Assessment of Respondent Families' Financial Standing, %

| Responses | % |
|---|------|
| I don't have enough even for food and I have to settle debts constantly | 4.9 |
| I have enough money only for food | 5.1 |
| I have enough money for food and some basic necessities | 24.6 |
| I have enough money, but it is difficult for me to buy expensive things | 43.5 |
| I have enough money to satisfy all of my current needs | 16.9 |
| We indulge in our every pleasure | 2.7 |

The response distribution among the respondents by income level is the following: family monthly income of up to 30,000 rubles (~ \$425): 32.5%, family monthly income of up to 50,000 rubles (~ \$715): 25.1% family monthly income up to 100,000 rubles (~ \$1425): 23.5%, family monthly income of up to 150,000 rubles (~ \$2140): 8.3%, and family monthly income up to 250,000 rubles (~ \$3570) or more: 5.3% (See. Diag.16).

Diagram 16. Total Monthly Income of Respondents



More than half of the respondents are family people (56.9%). One fifth of the respondents mentioned being divorced (20.4%) and the same proportion reported being single and unmarried (19.6%) (see Diag.17). Most respondents said they had children. 32.3% of the respondents have two children, 26.3% have one child, 19.1% are multi-child respondents (three and more children). Finally, 22.3% have no children (see Diag.18).

Diagram 17. Marital Status of the Respondents, %

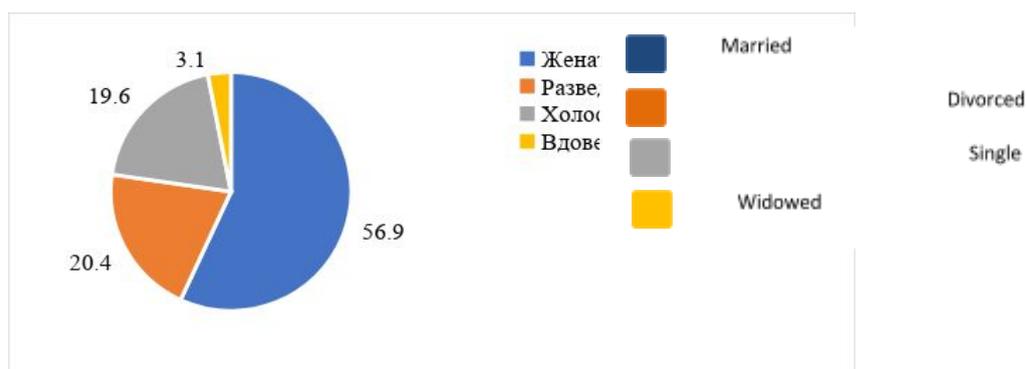
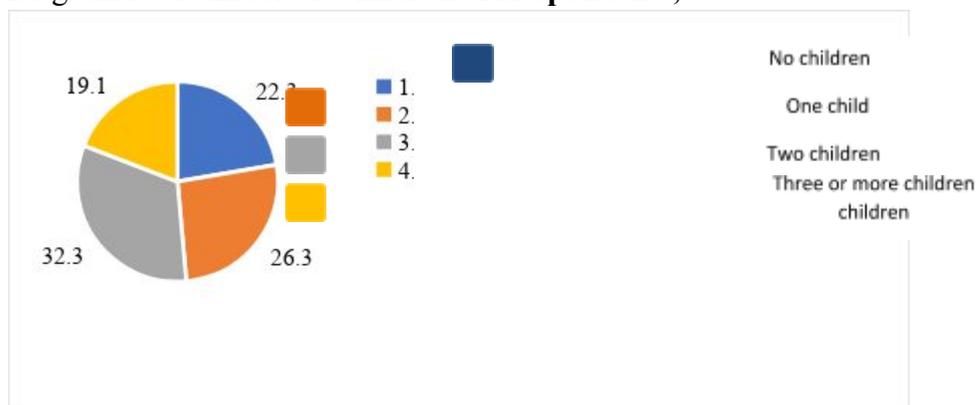


Diagram 18. Number of Children of Respondents, %



In response to questions regarding leisure, the respondents could choose three options. 58.2% of the respondents said that they are engaged in self-education, 40.6% spent their time taking care of the house; 39.3% read books, 36.5% devote their free time to children, while 31.3% and 25.1% spend time on the Internet and chat on social networks, respectively. Meanwhile, one fifth is engaged in creative work and hobbies, 19.6% do sports, the same proportion attends mass cultural events, and one sixth watches TV (see Table 16).

Table 16

**Response Distribution on Leisure, %
(respondents could choose no more than three options)**

| Responses | % |
|--------------------------------------|------|
| Do sports | 19.6 |
| Engaged in self-education | 58.2 |
| Engaged in a hobby and creative work | 20.4 |
| Take care of a child (children) | 36.5 |
| Surf the Internet | 31.3 |
| Communicate on social networks | 25.1 |
| Attend cultural events | 19.6 |
| Read books | 39.3 |
| Watch TV | 15.2 |

| | | |
|---------------------|---|-----|
| Run the house | 6 | 40. |
| Difficult to answer | | 2.3 |

The majority of the respondents have positive attitudes about their future and are confident in the future ("yes": 37.7%; "for the most part yes": 37.9%). The proportion of people who do not have confidence in the future is much lower ("no": 4.1%; "not for the most part": 13.7%) (see Table 17)

Table 17.

Respondents' Confidence in the Future,%

| Options | % |
|-----------------------|------|
| Yes | 37.7 |
| For the most part yes | 37.9 |
| Not for the most part | 13.7 |
| No | 4.1 |
| Difficult to answer | 6.7 |

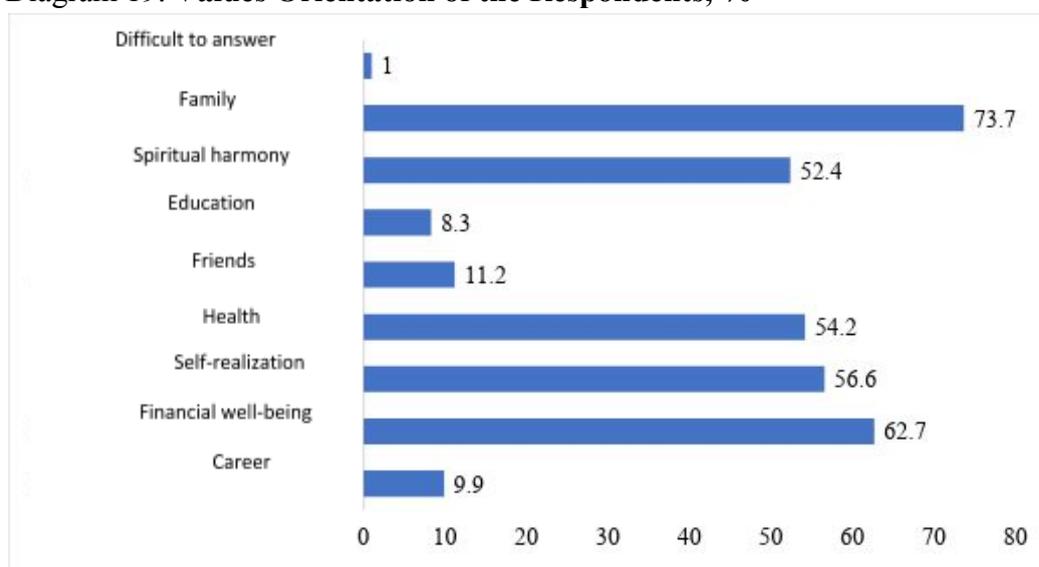
Their positive attitude to the future is confirmed by most respondents' level of satisfaction with their lives. Furthermore, 24.6% of those who are fully satisfied with their lives believe that life is beautiful. 46.9% among those who are "rather satisfied" are happy with everything in life, but still have something to improve on. The highest proportion of respondents who are satisfied with their lives think that it's not so bad and life is livable (60.3%). The greatest share of those who are not satisfied believe that their life is bad (66,2%) (see Table 18).

Table 18.

Respondents' Level of Satisfaction with Their Lives as an Assessment of Modern Life, people.

| | Fully satisfied | Rather satisfied | Difficult to say exactly | Not very satisfied | Not a bit satisfied |
|--|-----------------|------------------|--------------------------|--------------------|---------------------|
| Life is beautiful | 24.6 | 44.5 | 8.2 | 17 | 3.8 |
| I am happy with almost everything in life, but still have some things to improve on. | 5.1 | 46.9 | 14.9 | 31.6 | 1.4 |
| Things are not so bad and life is livable | 0 | 13.6 | 19.4 | 60.3 | 6.7 |
| Life is hard, but it is possible to handle it | 0 | 3.4 | 12.2 | 56.8 | 27.7 |
| Everything is bad in my life | 0 | 0 | 0 | 33.8 | 66.2 |
| Difficult to answer | 0 | 4 | 19 | 54 | 23 |

Diagram 19. Values Orientation of the Respondents, %



Family (73.7%) and financial well-being (62.7%) are the highest-priority values for the majority of the respondents. Then there are such values as spiritual harmony (52.4%), health (54.2%), and self-realization (56.6%). Such values as education (8.3%), friends (11.2%), and career (9.9%) gained smaller proportions of answers (see Diagram 19).

A harmonious state in all spheres of life turned out to rank as first place among value priorities for the future (70%). Such priorities as family happiness (63.6%), the desire to become rich (52.2%), becoming the master of their life (50.6%), and also contributing to society (43.7%) reported a large number of answers. For one tenth of the respondents, the desire to build a career (11.1%) and to help disadvantaged groups in society is important (10.3%). 7.1% want to become a qualified specialist. 6.5% want to worship, and 3.5% want power. Only 3.1% of the respondents want to get a quality education (see Table 19).

Table 19

Value Priorities of the Respondents, %

| Responses | % |
|----------------------------------|-----|
| Building a career | 11. |
| Gaining a quality education | 3.1 |
| Family happiness | 63. |
| Making a contribution to society | 43. |
| Becoming rich | 52. |
| Becoming a qualified specialist | 7.1 |

| | | |
|---|---|-----|
| Becoming the master of the life | 6 | 50. |
| A harmonious state in all spheres | | 70 |
| Glory | | 6.5 |
| Power | | 3.5 |
| To help the disadvantaged groups of people in society | 3 | 10. |
| To have compassion for other people | | 9.7 |
| Difficult to answer | | 0.4 |

Conclusions

The customers of Super Ego Company are people who always strive for a personal growth, a change in their life situations, an increase in self-esteem, etc. Many of them, having achieved certain changes and goals, want to share this information with others. Customers with differing experiences interacting with the company took part in the sociological survey. Almost one fifth of the respondents are partners of the company who have already experienced positive emotions from and affinities for the company's products, willingly sharing it with others and, in addition to the personal trainings, earning money with the company. More than half reported also planning to become partners of the company. Some respondents said they are going to use the company's products only for their own purposes. The majority of the respondents purchased the Master Kit technique less than a year ago. One tenth of the respondents said that they have been cooperating with the company for more than two years. Furthermore, the majority of them reported using such a product as the Master Kit for the first time.

The respondents mainly learned of the company and its products from acquaintances, friends, and relatives. A quarter of the respondents said that they received the information on the Internet in social networks and on YouTube. More than half of the respondents would recommend or have already recommended the company's products to friends, relatives, neighbors, colleagues, and acquaintances.

The axioms proposed in the training tools are understood and accepted by the vast majority of respondents. On top of that, a small number of those surveyed mentioned that they understand the axioms but could not or not always can accept them.

Less than a quarter of the respondents mentioned that they regularly extend the training tools. Those who extend the training tools, but not regularly or do not prolong at all are fewer in number. Most of the respondents have not extended the training tools yet, use the technique recently, and have not required it yet. The lack of results or the ability to train without the training tools also affects reluctance to extend it.

More than half of the respondents mentioned that their results have met expectations. Those who did not achieve their goals mentioned that they did not follow the necessary recommendations for working with the technique and they are not satisfied with the speed they are achieving their goals in and the number of trainings. Some of them failed to handle the emerging settings and resistance.

The transformations in the sphere of personal relations and finances are equally important for a quarter of the respondents. A smaller proportion of the respondents is interested in transformations in the sphere of health and life purpose. Some respondents described positive changes: decrease in depression, improvement of internal conditions, and the solution of particular problems that require a large amount of funding.

A positive mood, proper goal setting, the ability to identify and resolve the circumstances and blocks to achieve goals, and self-discipline are new life skills that the respondents possess. To achieve these results, respondents needed differing amounts of work time, from a week to six months.

The regularity of transformations is the key to success in achieving the goal. However, only one fifth of the respondents regularly work out, while the rest do transformations several times a week and less frequently. The majority of the respondents mentioned that they need from ten minutes to half an hour for each transformation. One fifth of them said that it takes them ten minutes. Others require much more time.

The "Situation" training tool is the most popular among the respondents. The "Image" training tool is the second most popular. The "Mindset" training tool is the third. As for the other types of the training tools, they were mentioned less often by the respondents.

More than half of the respondents reported using additional products that the company offers. The additional products designed for self-improvement (Resistance, Humility, Strong Mind, Emotions, and Self-Esteem) were included in the first conditional group with the highest number of the answers. Products for specific problems (Starting a business, Find my Life Purpose, Become a Mother, Improve Relationship with My Man, Freedom from Diseases, Build a Relationship with a Man, Freedom from Treason, Three-Fold Increase in my Man's Income, Slimming Down, Creating the Body of My Dreams, Perfect Relationship with the Woman of my Dream, Relationships with Children and Children's health, Relationships with Parents, Three-Fold Increase in Network Income, Three-Fold Increase in Business Income, and Boosting my Income, (conditionally included in the second group: Career). The additional products, according to respondents, provide a means to work out particular problems on a deeper level more deeply, and since they are offered by the company, they should be tried out. Some respondents mentioned that they will not purchase additional products for real money. They are only interested in products that can be purchased for ego coins.

A sixth of the respondents mentioned that they plan to purchase the Master Mind and Super Ego Assistant products. Many respondents are thinking over the purchase of these products as well.

The respondents gave a high positive rating to the program interface of the training tools and the company website. More than half of the respondents mentioned that they are able to use all the training tools. One third of respondents cannot use all training tools. The video materials offered by the company also received a positive response from the clients. The majority of the respondents watch the material the company offers. Greatest preference is given to on-line tutoring videos in which the respondents find answers to existing questions and receive more information on the way the training tools function. The author of the self-regulation Master Kit training Dariya Trutneva plays a significant role in the video materials for the respondents. Her image and viewpoint in particular are highly valued by respondents.

The customer support service, which the majority of respondents consulted and where many of them have got answers to their questions, is designed to solve a variety of problems and issues that the respondents run into.

Furthermore, according to the survey, a high level of satisfaction and degree of loyalty is notable amongst Super Ego's customers and its products. The positive experience that clients get from the company products contributes to the fact that they have a desire not only to continue their trainings, but also to become partners of the company. Loyal clients recommend this technique to others, try to extend the training tools regularly, do transformations regularly and achieve positive results, use other products of the company, evaluate the company website and training tools interface well, etc.

In presenting a socio-demographic portrait of the participants of the study, it should be noted that majority of the study group is represented by women aged between 30 and 41 who have families and two or more children. The geography of the survey participants is very wide and includes neighboring countries in addition to the regions of the Russian Federation and the Republic of Kazakhstan. The majority of the respondents identified as Kazakh, Russian and Tatar. The level of financial standing for more than forty percent of the respondents belongs to the middle class and it is mentioned that their income is enough for daily life but buying

expensive things is typically difficult for them. The high education and qualification level of the respondents should be noted. The majority has a degree and there are respondents with a science degree as well as a secondary special education. The majority identified as qualified professionals and entrepreneurs in the commercial sector of the economy in their professional affiliation. During their free time, they prefer being engaged in self-education, running the house, devoting time to children, and spending time on the Internet.

The basic value orientations in the lives of the respondents are the following: family, financial well-being, mental harmony, health, etc. The respondents mentioned a harmonious state in all spheres of life, family happiness, the desire to grow rich, and the desire to become the master of their own lives among their valued priorities for the future.

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